

MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL

DEPARTMENT OF COMMERCE
PH.D COURSE WORK SYLLABUS

FINANCIAL MANAGEMENT

Unit I:

Financial Management – Evolution, Nature, Scope, Objectives, and Functions – Functions of Financial Manager – Organisation of finance function - Relationship of finance to other areas of management - Sources of Finance – Short term and long term finance – Financial decisions – Concepts of value and return: Time value of money – Compounding and Discounting – Risk and Return trade off.

Unit II:

Capital Structure – Factors affecting Capital Structure – Optimum Capital Structure - Theories of Capital Structure – Over Capitalization and Under Capitalization. Leverages – Meaning, Types – Financial, Operating and Combined – EBIT – EPS Analysis - Cost of Capital – Meaning, Significance, Concepts, Cost of Debt, Equity, Preference and Retained Earnings – Weighted Average Cost of Capital. Capital Budgeting – Nature, Evaluation Techniques, Payback, Accounting Rate of Return, NPV, IRR, Profitability Index, Comparison of DCF Techniques.

Unit III:

Working capital policy - Cash and liquidity management - Credit management - Inventory management - Working capital financing - Analysing financial performance - Break even analysis and leverages - Corporate valuation - Value based management - Merger, acquisitions and restructuring - Corporate governance and executive compensation - Dividend Policy and Decisions – Issues, Objectives, Forms of Dividend, Different dividend theories – Factors determining Dividend Policy – Statutory Frame work – Corporate Dividend Practices in India.

Unit IV:

Micro finance: Introduction - Finance for the poor - Micro finance development strategy - Micro credit - Advantages and limitations - From micro credit to micro finance - Future of micro finance - Micro finance in India: Sectoral issues and challenges - Sustainability of micro finance self help groups in India - Transformation of micro finance in India

Unit V:

International finance: Introduction - Objectives of the firm and the impact of risk - Nature and measurement of foreign exchange exposure and risk - Balance of payments - International monetary system - Global financial markets and interest rates - Foreign exchange market - Forwards, swaps and interest parity - Exchange rate determination and forecasting - International project appraisal

References:

1. Financial Management – S. N. Maheshwari
2. Prasanna Chandra, “Financial Management Theory and Practice”, Tata McGraw – Hill Publishing Company Ltd, New Delhi, 2002
3. IM pandey, Ramesh Bhat, “Cases in Financial Management”, Tata McGraw – Hill Publishing Company Ltd, New Delhi, 2002
4. International Marketing Management – Varshney and Bhattachariya
5. International Business – Francis Cherunilam
6. Micro Finance and Micro Credit Investment – B.N.Rath

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SECURITY ANALYSIS AND INVESTMENT MANAGEMENT

Unit I:

Introduction to securities - Securities market - Investments – Investment vs. Speculation, Investment Process, Investment categories, Risk and Return, Factors Influencing Risk, Measuring Risk and Return, Valuation of Equity: Dividend Discount Models, Price/Earnings Approach.

Unit II:

Fundamental Analysis: Economic analysis: Key Macroeconomic Factors. Industry analysis: Industry Life Cycle Analysis, Analysing the Structure and Characteristics of an Industry, Profit Potential of Industries. Company Analysis: Analyzing the Financial Statements, The Chemistry of Earnings, Forecasting via the Earnings Model, Market Share/Profit Margin Approach, Independent Forecast of Revenue and Expenses.

Unit III:

Technical Analysis: Various Price and Volume Indicators; Market Indicators, Interpretation of various types of trends and indices - Forecasting Individual Stock Performance. Bond analysis: Returns and Systematic risk - Unsystematic risk - Bond management strategies – Options - Rights, Warrants and Convertibles - Futures

Unit IV:

Efficient Market Theory: Random walk, The Efficient Market Hypothesis. Portfolio Analysis: Effects of combining securities, Markowitz's Mean- Variance model, Portfolio Selection: Risk and investor preferences, constructing the portfolio, Significance of beta in the Portfolio.

Unit V:

Portfolio Management: Portfolio management process, evaluations. Capital Market Theory: CAPM, Arbitrage Pricing Theory. Performance Evaluation: Sharpe Index, Treynor Index, Jensen's Model, Fama.

References:

1. Donald E. Fischer and Ronald J. Jordan, 2000 Security Analysis and Portfolio Management, 6th Ed., Prentice Hall of India.
2. Prasanna Chandra, 2006, Investment Analysis and Portfolio Management, Tata McGraw Hill International.
3. R.J. Fuller and J.L. Farrel, Modern Investments and Security Analysis, McGraw Hill International.
4. Jack Clark Francis, 1986, Investments: Analysis and Management, McGraw Hill International.
5. Strong, Robert A, 1993, Portfolio Construction, Management and Protection, West Publishing Company.

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FINANCIAL MARKETS AND SERVICES

Unit I:

Overview of Indian Financial System - Functions of the Financial System – Financial Concepts – Financial Assets – Financial Intermediaries – Financial Markets – Financial Instruments – Development of Financial System in India – Weakness of Indian Financial System - Financial Markets – Types - Call Money Market - Treasury Bills Market - Commercial Bills Market - Markets for Commercial paper and Certificates of Deposits - Government Securities Market.

Unit II:

New Issue Market – Meaning – Advantages – Functions – General Guidelines for New Issue– Types of New Issues – Methods of Floating – Players – Problems of New Issue Market – Recent Trends. Secondary Market: Stock Exchanges – Organisation and Functions – Listing of Securities – Registration of Stock Brokers – Method of Trading in Stock Exchange – On-line Trading of Shares – E-Shares –Defects of Capital Market – Recent Developments.

Unit III:

Merchant Banking – Meaning – Evolution – Merchant Banking in India - Merchant Banks and Commercial Banks – Services of Merchant Banks – Qualities required for Merchant Bankers – Guidelines – Problems and Scope of Merchant Banking in India. Venture Capital – Definition, Features, Importance, Guidelines - Characteristics – Venture Capital Investment Process- Advantages - Venture Capital Industry in India. Mutual Fund – Meaning – Types – Functions - Advantages – Importance - Guidelines of RBI and SEBI - Sharpe ratio, Treynor measure and Jensen measure.

Unit IV:

Leasing financing – Definition – Steps – Types - Contents of Lease Agreement – Structure, Problem and Prospects of Leasing Industry - Hire Purchase - Features - Legal Position – Hire Purchase and Instalment Sale – Hire Purchase and Leasing – Banks and Hire Purchase Business – Bank Credit.

Unit V:

Factoring - Discounting – Meaning – Functions – Types - Factoring mechanism – Cost and Benefit of Factoring – Factoring Vs Discounting – Forfeiting – Meaning, Advantages and Limitations, Factoring Vs Forfeiting – Securitization of Debts – Securitization Vs Factoring, Depository System – Meaning, Functions – Advantages and Disadvantages, Depository Participants in India - Housing finance - Insurance services - Credit Rating – Mechanism – Institutions – Procedure of rating for various financial instruments.

References:

1. Bhole L.M, Financial Institutions and Markets, 3rd Edition, Tata McGraw – Hill Publishing Company Limited, New Delhi, 1999
2. Gordon and Natarajan, 2001 Financial Markets and Services, Himalaya Publishing House.
3. Gurusamy.S, “Financial Services and Markets”, Vijay Nicole Imprints (P) Ltd.
4. Jeff Madura, 2001 Financial Markets and Institutions, 5th Ed., South-Western College Publishing.
5. Khan. M.Y, “Financial Services”, Tata McGraw Hill Publishing Company Limited, 2004.

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HUMAN RESOURCE MANAGEMENT

Unit I:

Human Resource Management: Meaning – Importance – Evaluation – Objectives – Scope – Hawthorn Studies – Its Implications – Recognition of Participation – Theories X and Y – Organization structure - Human Resource Philosophy – Changing environments of HRM – Strategic human resource management – Using HRM to attain competitive advantage – Trends in HRM – Organisation of HR departments – Line and staff functions – Role of HR Managers.

Unit II:

Human Resource Planning – Job analysis – Role analysis – Selection and Recruitment – Employment planning and forecasting - Employee Testing & selection: Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview – Placement Training – Promotion – Performable Appraisal - Job evaluation and Merit rating – Job satisfaction and morale - Theories of motivations..

Unit III:

Orientation & Training: Orienting the employees, the training process, need analysis, Training techniques, special purpose training, Training via the internet - Developing Managers: Management Development - The responsive managers - On-the-job and off-the-job Development techniques using HR to build a responsive organisation. Management Developments - Key factor for success. Performance appraisal: Methods - Problem and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice. Managing careers: Career planning and development - Managing promotions and transfers.

Unit IV:

Human behaviour process – Perception learning – Motivational and Personality development – Definition of learning – Learning theories – Concept – Human motivation – Comprehensive stages – Determinates of personality – Theories of personality – Group dynamics and Internal Organization. Discipline – Meaning – Causes of indiscipline – Acts Indiscipline – Procedure for disciplinary Action – Grievance – Meaning – Characteristics of Grievances – Causes of Grievances - Methods of Knowing Grievances – Grievances Redressal Procedure.

Unit V:

Organization Conflict – Conflict in Organizational behaviour – Individual aspect of Conflict – Organizational Conflict - Management of Conflict – Leadership – Leadership Theories. Establishing Pay plans: Basics of compensation - factors determining pay rate - Current trends in compensation - Job evaluation - pricing managerial and professional jobs - Computerised job evaluation. Pay for performance and Financial incentives: Money and motivation - incentives for operations employees and executives - Organisation wide incentive plans - Practices in Indian organisations. Benefits and services: Statutory benefits - non-statutory (voluntary) benefits - Insurance benefits - retirement benefits and other welfare measures to build employee commitment.

References:

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P. Ltd., Pearson.
2. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books, New Delhi - 2000.
3. R.Venkatapathy & Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001.
1. P.C. Dinuvedi : Management of human Resources
2. Fred Luthans : Organizational Behaviors
3. Keith Darivs : Human Behavior & Industrial Relations.
4. P.X.Tirupathi : Personal Management & Industrial Relations.
5. C.S.Memoria : Personal Management

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ORGANISATIONAL BEHAVIOUR

Unit I:

Organisation: Nature of Organization - Organizational Structure: Departmentation - Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing. Co-ordination functions in Organisation - Human Factors and Motivation - Leadership - Committees and group Decision Making - Communication - Global Leading.

Unit II:

Organisational Behaviour: History - Evolution, Challenges and opportunities, contributing disciplines, management functions and relevance to Organisation Behaviour. Organizational Behaviour responses to Global and Cultural diversity - Personality - Determinants, structure, behaviour, assessment, psycho-analytical social learning, Job design, Job satisfaction, job-fit, trait theories - Emotions and Emotional Intelligence as a managerial tool.

Unit III:

Motivation: Basics and Application - Group behaviour foundations - Inter-group behaviour - Power and politics - Delegation of authority and centralisation - Performance evaluation and reward systems - The System and Process of Controlling - Control Techniques and Information Technology - Global Controlling and Global Challenges – Direction Function – Significance.

Unit IV:

Attitudes - relationship with behaviour, sources, types, consistency, work attitudes, values - importance, sources, types, ethics and types of management ethics - Perception - Process, Selection, Organisation Errors, Managerial implications of perception - Learning - Classical, operant and social cognitive approaches - Implications of learning on managerial performance.

Unit V:

Stress - Nature, sources, Effects, influence of personality, managing stress- Conflict - Management, Levels, Sources, bases, conflict resolution strategies, negotiation. Foundations of group behaviour: team decision making - Issues in Managing teams - Organisational change - Managing planned change - Resistance to change - Approaches to managing organisational change - Organisational Development - values - interventions, change management- Organisational culture - Dynamics, role and types of culture and corporate culture.

References:

1. Koontz & Weirich, Essentials of Management, Tata McGraw Hill Publishing Company, New Delhi.
2. Stoner, Freeman & Gilbert, Management, PHI, 6th Edition.
3. Robbins.S.P., Fundamentals of Management, Pearson, 2003.
4. Robbins.S. Organisational Behaviour, X Edition, Prentice-Hall India.
5. VSP Rao, V Hari Krishna – Management: Text and Cases, Excel Books, I Edition, 2004
6. M.N.Mishra, Organisational Behaviour and Corporate Development

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WOMEN EMPOWERMENT

Unit – I

Women Empowerment: Meaning, concept, nature, objectives & target of women empowerment, reality of women empowerment in the era of globalization. Determinants of women empowerment: Education, health, social life, economic status, communication skills, political life, cultural life, decision making, source and quality of information and mobility.

Unit – II

Changing role and status of women in historical perspective: Ancient, medieval, British and post independence. Efforts for women empowerment: Before & after independence, main problems of Indian women, and suggestions for solving the women's problem, entrepreneurial traits, factors contributing to women entrepreneurship progress and problems of women entrepreneur.

Unit – III

Various theories of feminism: Liberal, Marxist, Radical & Socialist. Gender discrimination: Changing milieu & condition of women (social, educational, economical, political & health) - Women empowerment through participation in political & decision making process, socio – economic change.

Unit – IV

Women empowerment through Panchayati Raj, History of women movement in India and broad - Role and Organisation of National Commission for Women, Central Social Welfare Board, State Social Welfare Board for Women Empowerment. Theories of development: Women in development (WID), women and development (WAD), gender and development (GAD). Developmental status of women in various religions, women empowerment: issues & remedies in India.

Unit – V

Dynamics of women work participation in organized & unorganized sector in urban and rural perspectives. Feature & techniques of women empowerment programme, women empowerment through microfinance - Project formulation, monitoring, Evaluation process & implementation for poverty elevation & self employment programmes for women (rural and urban area) role of Zila Udyog Kendra, Khadi Gramodyog and banks in women empowerment. Women Empowerment and Voluntary Sector in India Roles of the Indian Voluntary Sector – Voluntary Sector and Government – Civil Society and Gender Equity – Voluntary Sector and Women empowerment – Economic Empowerment – Education and Health Intervention – Women’s Rights Issues – Challenges for the Civil Society in India

References:

- 1) Yadav .C.P: Encyclopaedia of Women’s problems and their remedies
- 2) Sharma Kanta : Women’s role in the family
- 3) M.K.Roy: Violence against Women
- 4) P.A Reddy: Problems of Widows in India
- 5) N.S.Nagar: Women and Politics
- 6) Kumar Raj: Women in Agriculture and Trade
- 7) S.P.Sharma, Rural Development and Panchayati Raj, Vista International Publishing New Delhi, 2006.
- 8) L.M.Singvi, Democracy and the Rule of law, Ocean Books Pvt. Ltd., New Delhi 2002.
- 9) Laxmi Devi, Women in Politics Management and Decision Making, Anmol publishing Pvt. Ltd, New Delhi, 1998.
- 10) S.N Ambedkar, Women Empowerment and Panchayati Raj, ABD Publishers, Jaipur 2005.
- 11) Kumar Raj, Women in Politics, Anmol Publishers Pvt. Ltd., New Delhi 2000.

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BANKING

Unit I

Banking – definition – banking system – classification of banks based on operations and size or area of operations (including Non Banking Financial Institution)-Commercial banks – functions - central bank – functions –role of banks in economic development –credit control measures – role of RBI in regulatory and controlling banks- Emergence of Universal Banking- Goals and Scope of Rural Banking

Unit II

Management of Funding and Lending Functions: Types of Funding for commercial banks- Equity and Debt- Deposit mobilization drives and dynamics- Types of Lending--innovative lending schemes - portfolio management –priority sector banking pressures and problems Financing of trade – domestic and foreign –loans and advances –type –secured and unsecured –procedures syndicated advance – participation – project financing- Evaluation of Accounts- Managing Reserve Requirements- Personal Financial Advising- Retail Banking : Nature and Scope – Credit and Debit card services- Depository and Demat services- Micro Financing, Micro Insurance and Micro Home Loans –RBI Guidelines-Managing Employee Relations.

Unit III

Branch Operation and Core Banking -Introduction and Evolution of Bank Management -Technological Impact in Banking Operations—Total Branch Computerization -Concept of Opportunities Centralized Banking -Concept, Opportunities, Challenges & Implementation - Delivery Channels - Overview of delivery channels - E-Banking – meaning – E-Banking and financial services – risk management for E-banking-Internet Banking –Automated Teller Machine (ATM) -Phone Banking -Call centres–Mobile Banking- Payment Gateways -Card technologies -MICR electronic clearing

Unit IV

Back office Operations-Bank back office management -Inter branch reconciliation - Treasury Management -Forex Operations -Risk Management -Data centre Management -Network Management -Knowledge Management (MIS/DSS/EIS)-Customer Relationships Management (CRM) Interbank Payment System -Interface with Payment system Network -Structured Financial Messaging system -Electronic Fund transfer -RTGS -Negotiated Dealing Systems & Securities Settlement Systems -Electronic Money - E Cheques RTGS Information Technology - Current trends - Banknet, RBI net, Datanet, Nicnet, I-net, Internet, E-mail, etc...- Role and uses of technology up gradation - Global developments in Banking Technology - Computer Audit -Information System Audit Information System Security and Disaster Management.

Unit V

Management of Competition: Sources of Competition and Strategies for meeting competition- Management of Asset- Liability Match: Need, Tools and Strategies-Management of Risk: Types and Sources of Risk- Strategies Response to Risks- Role of Prudential norms and disclosure practices. Personal Banking Services- Portfolio Management- Personal Cash-Management Services - Contemporary Issues in Banking Techniques-Analysis of Rangarajan Committee Reports - Managing Customer Relations-Customer Orientation-Satisfaction- Customerisation - Working towards enhancing Customer satisfaction - Sources of customer dissatisfaction - Understanding the economics of customer retention -Banking Ombudsman Scheme

References:

1. Banking Theory, Law and Practice-K.P.M.Sundaram & P.N.Varshney / Sultan Chand & sons /Thirty/ Sixth revised edition 1999.
2. Banking Theory ,Law and Practice-Sundaram & Tannan / Indian Law house/20th edition reprint 2004
3. Principles of Bank Management - Vasant Desai / Himalaya Publication / 1st Edition 1993
4. Banking Theory, Law and Practice- E.Gordon and K.Natarajan / Himalaya Publication/22nd revised Edition, 2010
5. Computer Applications for Management, Vijayaraghavan. G, 1st Edition (2006), Himalaya Publishing Company
6. E-Commerce and E-Business Rayudu, C.S 1st Edition (2004), Himalaya Publishing Company

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CONSUMER BEHAVIOUR

Unit I

Introduction and Concept –Basics, Importance, Reasons of Consumer Behaviour, need for studying consumer behaviour –Marketing Concept and Consumer Behaviour – Consumer Decision Making Process -Theories of Consumer Behaviour. -Diversity of consumer behaviour - factors influencing consumer buying behaviour, consumer buying process

Unit II

Consumer Modelling: -The economic model -Learning model -psychoanalytic model –The sociological model -The Howard Sheth model of buying behaviour -The Nicosia model -The Engel –Kollat -Blackwell Model, Bettan Model –Sheth Newman Gross Model of Consumption Values –Shiffman and Kanuk Model –Sheth Family Decision Making Model. Individual Determinants of Consumer behaviour-Perception, Meaning of perception-the perceptual process -Factor responsible for perceptual Distortion, Learning - components or elements of learning process - Learning and Consumer Behaviour: Introduction, Concept, Characteristics, Elements and Theories of Learning –reinforcement and Learning Behaviour. Attitude and Consumer Behaviour: Introduction, Concept, Characteristics, Functions and Components of Attitude –Attitude and Behaviour –Attitude Models –Attitude Formation and Theories –Attitude Change.

Unit III

Individual Determinant of Consumer Behaviour –Personality -Meaning and Nature -- Characteristics of Personality -Stages in the development of personality, personality influences and consumer behaviour –self -concept or self-image. Attitude and behaviour - The concept of Attitude -Relationship between Attitude and behaviour - Factors involved in Attitude formation -Motivation- Motivation and Consumer Behaviour: Motivation, its need, goals and dynamic characteristic, theories Needs And goals -The Dynamic Characteristic of Motivation.

Unit IV

Influence of Social class -Definition and meaning of social stratification-factors responsible for social stratification -characteristic features of social classes-Social influence on consumer behaviour. Group Dynamics and Consumer Reference Groups Definition and Meaning of Group -Reasons For formation of group -Types of Groups relevant to consumer behaviour -Family life cycle -Friendship Group Formal social clubs -Shopping Friends groups -Work group -Reference group

Unit V

Consumer Satisfaction and Relationship Marketing-Customerisation -Working towards enhancing Customer satisfaction -Sources of customer dissatisfaction -Relationship marketing Meaning Understanding the economics of customer retention -Market emphasis in relationship marketing.

References:

1. Agarwal Kumar, 2009, Consumer Behaviour –An Indian Perspective, 2nd Edition, Pragati Prakashan, Meerut.
2. Blackwell, Roger, Miniard, Paul & Engel, James, Consumer Behaviour, Thomson Learning; New Delhi
3. Jay D. Lindquist and Joseph Sirgy, 2008, Shopper, Buyer and Consumer Behaviour, Biztranza.
4. Paul Peter et al., 2005, Consumer Behaviour and Marketing Strategy, 7th Edition, Tata McGraw Hill, Indian Edition.
5. Schiffman, Leon G. & Kanuk, Leslie Lazar; Consumer Behaviour, Pearson Education; New Delhi
6. Soloman, Michael R.; Consumer Behaviour –Buying, Having and Being, Pearson Education; New Delhi
7. Nair, Suja R.; Consumer Behaviour in Indian Perspective, Himalaya Publishing House; New Delhi
8. Raju M.S and Dominique Xardel, Consumer Behaviour –Concepts, Applications and Cases, Vikas Publications.

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MARKETING MANAGEMENT

Unit-I

Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction -Value chain -Delivery network, Marketing environment, Adapting marketing to new liberalised economy -Digitalisation, Customisation, Changing marketing practices, e-business - setting up websites; Marketing Information System, Strategic marketing planning and organization.

Unit – II

Buyer Behaviour, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development, Product Mix and Product line decisions, Branding and Packaging, Price setting objectives, factors and methods, Price adapting policies, Initiating and responding to price changes - Promotion Decisions: Communication Process; Promotion mix advertising, personal selling, sales promotion

Unit – III

Marketing channel system - Functions and flows; Channel design, Channel management -Selection, Training, Motivation and evaluation of channel members; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling Channel dynamics - VMS, HMS, MMS; Market logistics decisions.

Unit- IV

Product, Pricing, Distribution and Promotional Policy, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion tools and techniques - Integrated marketing communication process and Mix - Direct marketing -Growth, Benefits and Channels; Telemarketing; Sales force objectives, structure, size and compensation. Identifying and analysing competitors, Designing competitive strategies for leaders, challengers, followers and niches: Customer Relationship marketing -Customer database, Data warehousing and mining. Attracting and retaining customers, Customerism in India, Controlling of marketing efforts. Global Target market selection, standardization Vs adaptation,

Unit- V

Marketing Research: Meaning and scope of marketing research; Marketing research process. Marketing Organisation and Control: Organising and controlling marketing operations. Issues and Developments in Marketing : Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.

References:

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata - McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
5. Marketing Management -Rajan Saxena -Tata McGraw Hill, 2002.
6. Marketing Management-Ramasamy & Namakumari MacMillan India, 2002.
7. Case and Simulations in Marketing Ramphal and Gupta Golgatia, Delhi.
8. Marketing Management –S.Jayachandran TMH, 2003.

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ENTREPRENEURSHIP DEVELOPMENT

Unit I

Entrepreneurship – Meaning – Traits and Types – Importance of Entrepreneurship – Entrepreneurial Process – Innovation and Entrepreneurship –Theories of entrepreneurship – Entrepreneurial culture and structure – Entrepreneurship and economic development – its importance – Role of entrepreneurship – entrepreneurial environment, Barriers of Entrepreneurship –Women entrepreneurship – concept – Growth and Role – Functions – Problems – Development of Women Entrepreneurship – Rural Entrepreneurship – Need - problems and development of rural entrepreneurship, Growth of entrepreneurship in India, Entrepreneurship in various developed countries.

Unit II

Evolution of entrepreneurs- – meaning – importance – Functions , Qualities, nature types, traits, culture, Entrepreneurship as a Career , Similarities and differences between entrepreneur and Intrapreneur– Development of Women Entrepreneurs- Differentiate Manager and Entrepreneur – Intrapreneur - Behavioural patterns of entrepreneurs. Entrepreneurial promotion: Training and developing motivation: factors – mobility of entrepreneurs – entrepreneurial change – occupational mobility – factors in mobility – Role of consultancy organizations is promoting entrepreneurs – Forms of business for Entrepreneurs, Entrepreneurial Motivation and Competencies – Motivation Theories, Factors Motivating Achievement – Major Entrepreneurial Competencies, Developing Competencies – Experiences with Entrepreneurship Development Programme in India: Planning, Implementation and Evaluation.

Unit III

Project management: Sources of business idea – Project classifications – identifications – formulation and design – feasibility analysis – Preparation of Project Report and presentation. Financial analysis – concept and scope – project cost estimate – operating revenue estimate – Ratio analysis – investment Process – B E analysis – Profit analysis – Social cost benefit analysis techno – economic analysis – market and demand analysis, Human Resource Mobilization - Project Appraisal methods – Project Report preparation – Legal formalities and Growth Strategies – Documentation.

Unit IV

Project finance: Sources of finance – need for support system –Approaching Institutions for assistance-Institutional finance – Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank – Appraisal of bank for loans. Institutional aids for entrepreneurship development – Role of DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureau – Special agencies and schemes - Role of government and NGO in Promoting entrepreneurship in India – EDPs – Role of promotional institutions in ED – NIESBUD – SSIC – SIDO – SIPCOT – SIDCS – TECOS –ITCOT – DIC –NSIC – TWDC-TIIC –IIC – SFC- Development Bank and Commercial Bank – Future of Entrepreneurs.

Unit V

Setting small scale industries – location of enterprise – steps in setting SSI unit – Problems of entrepreneurs – Sickness in small industries – reasons and remedies – Incentive and subsidies for entrepreneurs –Technical Assistance – Marketing Assistance– Evaluating entrepreneurial performance – Government and small Business interface – Public Distribution System, Control over price, Promotional measures and incentives licensing system for small business. Critical aspects in the Financial, Marketing, Organization Plans, Product launching-Monitoring and Evaluation of Business-Preventing Sickness and Rehabilitation of Business Units - Small business marketing – General Philosophies in Marketing, Competitive advantages, strategies towards buyers and supplies, entry into new markets-Managing human resources in small business- training and development and compensating personnel planning production - TOM, managing for growth of small business.

References:

1. Shukla M.B. Entrepreneurship and Small Business Management, Kitab Mahal, 2003, Agra.
2. Malli D.D. Training for Entrepreneurship and Self-Employment. Mittal, New Delhi, 1999
3. Khanka S.S. Entrepreneurial Development, S Chand & Co., New Delhi
4. Batra G.S. Development of Entrepreneurship, Deep & Deep, Delhi, 2002.
5. Dhameja S.K. Women Entrepreneurs: Opportunities, Performance, Problems, Deep & Deep, Delhi, 2002.
6. Clifton, Davis S and Fyfie, David E. Project Feasibility Analysis, John Wiley, New York, 1977.
7. Desai, A.N Entrepreneur & Environment Ashish, New Delhi, 1990.
8. Drucker, Peter Innovation and Entrepreneurship Heinemann, London.
9. Kumar.S.A. Entrepreneurship in Small Industry, Discovery, Delhi, 1990.
10. McClelland. D C Motivating Economic Achievement, Free Press, New York, 1969.
11. Pareek Udai Venkateswara Rao.T. Developing Entrepreneurship – A Handbook on learning systems, Learning Systems, Delhi, 1978.